

ORDER



WAVY

Orders
Order / Rev: 215825
Alt Order #:
Product Desc: 10/22-10/28 KAINE FOR SENATE 2012
Estimate: 12730
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	36	\$20,250.00	\$17,212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$20,250.00	\$17,212.50	0.00
Totals	36	\$20,250.00	\$17,212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	10/22/12	10/26/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	1 - - - 1 - -	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1 - - - 1 - -			2		\$300.00		0.00				
N 2	WAVY	10/22/12	10/26/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- 1 - 1 - - -	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1 - 1 - - -			2		\$700.00		0.00				
N 3	WAVY	10/22/12	10/26/12	Today Show M-F Today Show M-F	CM	7a-9a	1 - 1 - 1 - -	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1 - 1 - 1 - -			3		\$700.00		0.00				
N 4	WAVY	10/22/12	10/22/12	Today Show 2 Today Show 2	CM	9a-10a	1 - - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1 - - - - -			1		\$300.00		0.00				
N 5	WAVY	10/22/12	10/22/12	Days of Our Lives Days of Our Lives	CM	1p-2p	1 - - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1 - - - - -			1		\$300.00		0.00				
N 6	WAVY	10/22/12	10/26/12	M-F 3-4p Maury Povich	CM	3p-4p	1 - 1 - 1 - -	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1 - 1 - 1 - -			3		\$125.00		0.00				

Order / Rev: 215825
 Alt Order #:
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 10/22-10/28 KAINE FOR SENATE 2012
 Estimate: 12730
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM	4p-5p	- 1- 1- - -	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1- 1- - -		2			\$175.00			0.00			
N 8	WAVY	10/22/12	10/26/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	11111- -	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111- -		5			\$700.00			0.00			
N 9	WAVY	10/22/12	10/26/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	11111- -	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111- -		5			\$700.00			0.00			
N 10	WAVY	10/27/12	10/27/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	- - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S-		1			\$300.00			0.00			
N 11	WAVY	10/28/12	10/28/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	- - - - - S	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S		1			\$125.00			0.00			
N 12	WAVY	10/22/12	10/26/12	M-F 7-730p M-F 7-730p	CM	7-730p	- - 1- 1- - -	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - 1- 1- - -		2			\$600.00			0.00			
N 13	WAVY	10/22/12	10/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	- 1- - - - -	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1- - - - -		1			\$600.00			0.00			
N 14	WAVY	10/24/12	10/24/12	Wed Hour 2 Wednesday 9-10p	CM	9p-10p	- - W- - - -	:30	1	\$1,800.00	P2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W- - - -		1			\$1,800.00			0.00			
N 15	WAVY	10/22/12	10/26/12	LN M-F M-F News 10 @11	CM	11p-1130p	- 1- 1- - -	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1- 1- - -		2			\$800.00			0.00			
N 16	WAVY	10/27/12	10/27/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	- - - - - 1-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - 1-		1			\$800.00			0.00			
N 17	WAVY	10/28/12	10/28/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	- - - - - 1	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - 1		1			\$800.00			0.00			
N 18	WAVY	10/22/12	10/26/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	- - 1- 1- - -	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - 1- 1- - -		2			\$300.00			0.00			
													Totals	36	\$20,250.00